


Missouri Department of Transportation  
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**ADDENDUM 001**  
**Request For Proposal**  
**Advertising, Marketing and Public Education Services**  
**RFP 6-120515BJ**

Offerors should acknowledge receipt of Addendum 001 (ONE) by signing and including it with the original proposal. The due date for receipt of proposal has not changed by this Addendum. Accordingly, the following clarifications, and or additional information, are believed to be of general interest to all potential Offerors. All other terms and conditions remain unchanged and in full force.

Name and Title of Signer (Print or type)	Name and Title of Department Authority  Rebecca L. Jackson, CPPO, CPPB Procurement Manager
Contractor/Offeror Signature	Department of Transportation  
(Signature of person authorized to sign)	(Authorizing Signature)
Date Signed:	Date Signed: 05/07/2012

A vendor questioned the budgeted amount for these services. At this time, the estimated budget is as follows:

- Media placement - approx \$2 million per year
- Creative and public relations services - approx \$100,00 per year

Providing this information is only a reference. There are no guarantees related to the use of any resulting contract. Additionally, a multi vendor award will result in various amounts expended with various contractors.